

Advocacy Strategy

Summary

EAUC has committed to “supporting, educating and informing leaders of institutions and society about the value of sustainability and advocate for a sustainable future” as part of the 2017-2021 strategy. Impactful Advocacy is one of the 6 strategic goals.

The Board commissioned an Advocacy Task and Finish Group to lead on developing a strategy to implement this strategic goal. To create the Advocacy Strategy, the Advocacy Task and Finish Group led on defining what advocacy means to the EAUC, undertook an audience assessment exercise and proposed the Advocacy Streams and framework. From this work, the staff then conducted several staff workshops, and discussed at SMT to ensure the strategy is achievable.

To support the Advocacy Strategy on an operational level a mechanism has been developed which highlights the key issues that face EAUC in delivering against the Advocacy Streams as outlined in the Strategy. This is designed to explore a broad range of issues and solutions. The solutions are then rated to ensure feasibility, and those that are feasible have an action associated with them. This provides an operational plan for the staff to implement. This is for information for the Board to provide confidence that the Strategy can be implemented at the operational level.

The Advocacy Strategy is for the organisation, EAUC, and is aimed at supporting our members and delivering the overall strategy.

[This has now been approved by the board](#)

What does Advocacy mean to the EAUC?

EAUC and Advocacy 2017 - 2021

Advocacy for the EAUC means: The deliberate process of directly and indirectly influencing our identified audiences to recognise the value of sustainability and EAUC’s role as an authoritative voice on it. Ensuring sustainability is seen as ‘just good business’ at all *levels* and in all *aspects* of post-16 education.

The key difference between the advocacy plan and that of the overarching strategy is that the advocacy plan seeks to influence a wider audience than our current active members. This is beneficial to both us and our members. We are helping active members become advocates and we are advocating on their behalf to influence those with more sway. This feeds in to our overarching goal which is to demonstrate the importance of the post-16 education sector in moving towards a more sustainable society, and to have relevance and impact on a global scale. The advocacy strategy very much focuses on the EAUC’s role and the issues the organisation faces in successfully meeting the required advocacy goal.

Advocacy Streams

The EAUC Strategy has ‘Advocacy’ as a transformational goal with agreed outcomes. To deliver these outcomes, we have identified three Advocacy Streams which have been mapped against the agreed outcomes from the EAUC Strategy.

Goal 2: Advocacy – greater voice at the societal level

We have the opportunity to support, educate and inform leaders of institutions and society about the value of sustainability and advocate for a sustainable future. We will harness our longevity and reputation alongside that of our membership base to provide us with a credible and knowledgeable voice

		Outcome 1	Outcome 2	Outcome 3
		We will encourage and support regional networks of sustainability leaders from member institutions to influence sustainability in their communities	We will use our voice to raise the profile of post-16 education's role in achieving sustainability, including within industry and governmental bodies	We will elevate the profile and value of members as agents of change through our offer of professional development and ongoing support
Advocacy Streams				
1	Support staff and students at member institutions to become advocates for sustainability within their own institutions and communities			
2	Strengthen our position as advocates for sustainability on behalf of members to ensure we have an impactful voice within member institutions at all levels and in all departments			
3	Strengthen our position as advocates for sustainability on behalf of members to ensure we have an impactful voice in policy development and wider society			

Evaluation and objectives

We have set a KPI for each of the Advocacy Streams, and a super KPI for Advocacy as a whole. The first year will establish a baseline and targets will be agreed by the Board for the years that follow. KPIs will be reported to the Board.

Advocacy Stream	1. Support staff and students at member institutions to become advocates for sustainability within their own institutions and communities	2. Strengthen our position as advocates for sustainability on behalf of members to ensure we have an impactful voice within member institutions at all levels and in all departments	3. Strengthen our position as advocates for sustainability on behalf of members to ensure we have an impactful voice in policy development and wider society
KPI	A question to be included in a survey to educational member key contacts that asks members if they feel the EAUC has supported them to better advocate sustainability within their education	A question to be included in a survey to all educational member contacts that asks how well they feel the EAUC has advocated on their behalf in the education sector	A question to be included in a survey to EAUC strategic partners asking how influential they believe the EAUC is in policy development and wider society regarding sustainability in tertiary education
Super KPI	A question in a survey that asks all members ‘as a result of our advocacy work, do you feel sustainability has gained a higher profile within education?’		

Delivery of the Strategy

An operational Advocacy Framework Tool is reviewed annually with input from:

- A short member survey to capture issues for each Advocacy Stream
- Community of Practices, Topic Support Networks and Regional groups to identify top rated issues on a 2 year basis
- A staff workshop to get feedback about the issues staff encounter when supporting members as advocates and when advocating on behalf of members
- Detailed feedback from Fellows and Board members about what would enable EAUC to be more impactful as advocates within institutions and externally to wider society

This will be evaluated and updated annually in the summer period ready for launch in September each year. The actions will be two yearly and will be formulated within the organisation-wide operational plan.